

SUSTAINABILITY AND BUSINESS EFFICIENCY PROJECT

ABOUT PATTICAKES BAKERY. In 1994, Patricia Dodd had the vision of opening her own bakery on the island of Maui. With sheer determination she was able to get her home kitchen commercially certified, and thus began Patticakes Bakery. She worked diligently on hand-me-down equipment and offered two products at first: rum cake and snowball macadamia nut cookies. As popularity for Patticakes grew, Dodd diversified her product offerings, adding cakes and breads. In 2000, Patticakes outgrew the home bakery and Dodd moved the business into a larger commercial space in Wailuku. The company now has six employees and 25 varieties of cakes and breads for wholesale purchase.

THE CHALLENGE. As the sole owner and operator of Patticakes for over 23 years, Dodd had become a staple in her community with a strong reputation for developing exceptional products. However, she was aware that the changing business landscape meant that she needed to increase her business acumen and overall business strategy. Dodd needed to find a resource to provide her with a wealth of knowledge and ideas for how to make her operation more efficient. She was also looking for mentorship, but wasn't sure where to turn. Fortunately, Dodd discovered the University of Hawaii Maui College internship project sponsored by INNOVATE Hawaii, part of the MEP National Network™.

MEP CENTER'S ROLE. INNOVATE Hawaii's internship project provided a structured class for Dodd where she could discuss a wide range of business topics. The program was exactly what she was looking for. Dodd appreciated the opportunity to dedicate time to slow down and really focus on her business. She created actionable items on what the future of Patticakes Bakery could look like, and organized and prioritized her business goals with ongoing staff support. Dodd decided to invest in better equipment to lower electricity use, increase energy efficiency, and reduce overhead costs. Patticakes is seeing a bump in sales and anticipates continued growth.

"The INNOVATE Hawaii internship project is a wonderful chance for businesses to gain a lot of knowledge in a quick period of time. The support group that I have gained from being in the program is invaluable to both myself and my business. I would highly recommend this program to a business just getting started or anyone looking to expand their current business landscape knowledge base."

-Patricia Dodd, Owner

RESULTS



Increased sales by **13%**



Invested in more efficient equipment



Lowered electricity use



Reduced energy expenses and overhead costs

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